

*From the most successful 100's...*

# Benson & Hedges 100's Lights



*Year after year Philip Morris outgrows the rest  
of the industry combined.*

USA **PHILIP  
MORRIS**

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Benson & Hedges 100's Lights

"From the most successful 100's..."

U.S. Tobacco Journal—June 15 & September 21, 1978

Vending Times—October 1978

Convenience Store News—October 1, 1978

Supermarketing—December 1978

Exchange and Commissary News—December 1978

Commissary News—December 1978

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Wells, Rich, Greene, Inc.



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